

# 'Floromatic' TULIPS

REG. TRADEMARK

SMILING QUEEN

BLUE RIBBON

GLACIER

CHARLES NEEDHAM

ANKARA

EMPIRE STATE

ROLAND

FLAMING BEAUTY

ARISTOCRAT

ORIENTAL MYSTERY

Printed in the Netherlands

## 'Floromatic' COLLECTION "A"

Containing the best-grown tulips in the most spectacular varieties. Big, full-of-flower bulbs, sure to bloom and true to name. Packed in the specially prepared **PT +**, 50 'Floromatic' tulip bulbs \$ 5.45 (postpaid)  
5 each of the 10 varieties illustrated above: (separately labelled)

### Order Now — Pay Next Fall

To place your order, simply fill out the enclosed order-form, or order on your own paper. Your bulbs are ready-packed in our Holland warehouses and rushed to our Long Island branch office, from where they are shipped to you. Nobody touches your 'Floromatic' bulbs, after they have been packed in Holland, until you open the package.

No import duty, or postage fee, no charges to pay of any kind.

Just mail your order and we'll bill you when your bulbs are sent.

To get our FREE bonus of Red Emperor tulips, or Exstasy hyacinths, or both, mail your order NOW.

## Long-Stemmed Giantflowering 'Floromatic' Tulips

Out of the many varieties, now in cultivation, these ten tulips are the most spectacular ones. They are even more valuable by their 'Floromatic' treatment that ensures bigger, longer-lasting flowers, with sturdier stems. Just follow our "Instructions for easy planting", sent with every order and next spring you will enjoy the most beautiful tulips, you ever saw.

**EMPIRE STATE.** Big, strong flower in perfect shape. Beautifully formed petals in glowing red. Long sturdy stem that bears this fantastic bloom.

**ANKARA.** The best of the tall-stemmed varieties. Unique in its attractive yellow color. Unsurpassed long, slender flower.

**FLAMING BEAUTY.** The most outstanding of the two-toned tulips. Clear yellow, flamed bloodred. Long-lasting in the garden as well as a cutflower.

**ROLAND.** Bright scarlet, edged ivory white. The best of the white-rimmed varieties. Early flowering, medium tall and therefore perfect for groups in the border.

**CHARLES NEEDHAM.** The most 'red' of all long-stemmed tulips. Beautifully contrasting violet heart. Big flower.

**ARISTOCRAT.** Aristocratic indeed, with the slender, yet robust flowers, proudly borne on a sturdy and tall stem. Soft pink, passing into silvery white towards the edge.

**BLUE RIBBON.** Dark petunia violet, edged mauve. Impressive flower of perfect shape and texture. Fascinating for color and form.

**GLACIER.** Quite unique among the white tulips. Slender flower of rare substance. Entirely pure within. Outstanding in size and shape.

**ORIENTAL MYSTERY.** Medium early variety with large flower. Absolutely unique is the handsome color-combination of dark chestnut with the golden-shaded margin. Great.

**SMILING QUEEN.** Graceful tulip with a refined and slender flower. Rosy red, edged silvery pink, with white base. Strong stem.

'Floromatic' bulbs are basically different from any other type of bulbs. Big and strong, full of flowering capacity, guaranteed to give the finest flowers imaginable. Stassen's 'Floromatic' bulbs give your garden Beauty, Individuality and Distinction.

## 'Floromatic' COLLECTION "B"

"Economy collection"

Containing the same outstanding varieties as collection "A", but at even greater savings. All bulbs are sure to bloom and true to name. Big full-of-flower bulbs, packed in the specially prepared **PT +**, 100 'Floromatic' tulip bulbs \$ 9.98 (postpaid)  
10 each of the 10 varieties illustrated above: (separately labelled)

### Stassen 'Floromatic' Guarantee

All bulbs offered in this folder, are top-quality Holland bulbs, grown on Stassen's own large nurseries, situated in several parts of Holland.

All bulbs are sure to bloom and true to name. The inner development of the bulbs is in a state of perfection, acquired by the special 'Floromatic' treatment. This treatment is given, based on scientific discoveries, made during years and years of laboratory research.

Just can't beat Stassen's 'Floromatic' And direct from Holland too.

N.V. L. STASSEN JUNIOR · HILLEGOM · HOLLAND

American address

STASSEN FLORAL GARDENS INC · P O BOX 428 · HEMPSTEAD LI NY

62

Bu



# TOP-GRADE BULB SALE

## direct from Holland

# 'Floromatic'

REG. TRADEMARK

Stassen, the big Holland bulb company, with the reputation of being the best one, features the world-wide registered trade mark **'Floromatic'** (U.S. Patt. Off. 677142).

Scientifically it has been proved that quality depends on the size of the bulbs, as well as the development of the flowerbud inside the bulb.

That's why **'Floromatic'** bulbs are grown, harvested and stored under very special conditions. On the large Stassen nurseries day after day the growing process is checked. After harvesting, the bulbs get their NEW scientifically developed **'Floromatic'** treatment.

Science and practice go together, to ensure long-lasting flowering in superior **'Floromatic'** quality.

To be sure of the right conditions, necessary for the good preservation of the flowerbud during the shipment, **'Floromatic'** bulbs are packed in the specially prepared **PT +**.

To have the full benefit of your **'Floromatic'** bulbs and your **PT +**, just mulge this **PT +** through your planting-soil. **PT +** namely improves the growing conditions in your garden, for it is a good soil conditioner and moreover it contains desinfectants of rodents, remedies for bad soil and fertilizer.

As the **'Floromatic'** treatment can only be given within a limited period after harvesting, we want your order early. So, mail your order NOW.

# 'Floromatic'

REG. TRADEMARK

LIBRARY, U.S. DEPT. OF  
AGRICULTURE  
WASHINGTON 25, D. C.

# FREE

LIBRARY  
RECEIVED  
AUG 5 1959  
U.S. Department of Agriculture

# 'RED EMPEROR'

## The world's largest and earliest tulip

Unsurpassed vermillion-scarlet flowers with a glowing yellow base and black center. Red Emperor, the by Americans best-liked tulip, opens up to 9 in. across. They create unusual excitement in every garden. FREE 10 of these outstanding **'Floromatic'** Red Emperor tulips, when you mail your order for tulips NOW.

Printed in the Netherlands



# 'Floromatic' AMARYLLIS

REG. TRADEMARK

## HOLLAND-GROWN

*Specially treated for Blooming at the Holidays*

The perfect, 'Floromatic' treated Holland Amaryllis

Makes your home even more beautiful, because of its huge size, perfect shape and wonderful bright colors. The 'Floromatic' Amaryllis bulb normally produces 2 large, sturdy stems, not rarely with 4 flowers each. Specially prepared under 'Floromatic' conditions, they bloom indoors easily at holidaytime.

When potted (right after arrival), 6 to 8 weeks later, they develop the most gorgeous flowers, you ever saw.

### 'Floromatic' COLLECTION "C"

Three Holland-grown 'Floromatic' Amaryllis bulbs

One red, one white, one pink

\$ 9.90

Sure to bloom at holidaytime.

(postpaid)

Packed in the specially prepared PT +.

# FREE

„EXTASY”

The most perfect and earliest hyacinth ever offered

Spectacular new hyacinth, with beautifully formed dazzling scarlet bells. Gives a heavenly fragrance. 'Floromatic' treated, they bloom indoors at holidaytime and outdoors in the early spring. The strong big spikes on sturdy stems last for a long time. FREE with every order of 'Floromatic' Holland Amaryllis, Stassen sends you 5 of these striking Extasy hyacinths, when you mail your order NOW.

NOTICE: The 'Floromatic' treatment is possible within a limited period after harvesting only. That's why you have the opportunity to get these 'Floromatic' bulbs, only when our Long Island branch office has your order before September 28th. After this date, only orders for ordinary bulbs can be accepted, at the prices shown in this folder, less 20%.

# STASSEN 'Floromatic' DIRECT FROM HOLLAND

REG. TRADEMARK

## Your way to save!

Grown on Stassen's famous bulbfields, stored for special treatment, packed in the best way possible, your 'Floromatic' bulbs come to you direct from the Holland growing area.

Because all 'Floromatic' bulb orders are entirely handled in Holland, it is the cheap Dutch labor that keeps the prices low. No extra cost for handling by importers and retailers.

Your 'Floromatic' bulbs reach you in the fastest and easiest way, without any extra cost.

This is your opportunity to have a glorious garden at the lowest possible price ever. Be sure to take your chance and mail your order NOW.

← Part of 'Floromatic' Nurseries

Part of Stassen show at the 'Keukenhof' →



*Our Customers Say It.  
And We Prove It.*

*The best  
In Bulbs*

REG. TRADEMARK